

Year Ending September 30, 2012

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

The
Florida Keys
& Key West
... come as you are[®]

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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January 24, 2012

Monroe County Board of County Commissioners
1100 Simonton Street
Key West, Florida 33040

Dear Mayor and Commissioners:

It is our pleasure to present the twenty-third annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2012. This report is submitted in accordance with Monroe County Ordinance 003-1990 (February 13, 1990).

The accompanying financial reports were prepared by the Administrative Office of the TDC with information provided by the Monroe County Finance Department. We believe the data presented to be accurate and sets forth the financial position and operations of the TDC.

The fourth year of my chairmanship of the TDC has provided me with the opportunity to expand on projects that enhance tourism in the Florida Keys. The TDC, through the District Advisory Committees, funded \$4.9 million in capital related projects lessening the burden to our residents. Capital projects funding was provided for, but not limited to, private entities, county and municipalities for beach and museum restoration and maintenance; digital upgrades to the Tropic Cinema in Key West, solar project at Pigeon Key in Marathon; and development of the Key Largo Cultural Center, to mention a few.

Through the ongoing efforts of our Market Research Director to monitor our marketing program, the following reports were presented: a comprehensive customer profile analysis of 67,000 American Express members, provided important travel related trends and opportunities; VisaVue International Traveler Report tracking metrics such as visitor demographics; ongoing updates on the North Roosevelt Blvd. reconstruction projects; chamber (VIS) mystery shopper report; Visitor Profile Study; and visitor trends and economic monitoring reports.

The TDC sales department provided an overview of their promotional efforts in Europe. Three European sales agencies responded to a request for proposal for an sales agency based in the United Kingdom, and the TDC unanimously approved the recommendation of Axis Travel Marketing, Ltd and subsequently entered into a three year contract effective October 1, 2012.

Tinsley Advertising made presentations to the TDC on the 2011 winter campaign, and the Spring/Summer 2012 campaign; a detailed analysis of search engine marketing; the proposed FY 2013 advertising campaign; and the TDC approved a new Florida Keys wide photo shoot.

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Upon the recommendation of the Public Relations Selection Committee, the TDC entered into a three year contract with Stuart Newman Associates (SNA). Of the four respondents to the request for proposals, the Selection Committee noted that SNA was the only agency the committee voted to bring forward, stating the agency has consistently demonstrated experience in crisis management, sensitivity to the job, thoroughness with their response to the RFP and the fact that they already had international PR agencies in place.

FloridaKeys.com presented an overview of the new format of Google Analytics, which provides additional TDC site data that can be analyzed including district specific information and social media marketing trends for 2012. The TDC also approved an amendment to their contract requested by the Monroe County Finance Department regarding special projects.

In addition, the TDC reviewed the FY 2011 marketing plan goals achievements; an updated report from the Florida Department of Transportation on the overview of the rebuilding of North Roosevelt Blvd.; a presentation by the Florida Keys National Marine Sanctuary regarding zoning review; extended the contracts with the Keys Association of Dive Operators, Inc. that oversees the TDC Dive Umbrella and the Florida Keys Fishing Tournaments, Inc. that oversees the Fishing Umbrella, and Ameurop Group, Inc. that provides multi-lingual tourist assistance services for the Florida Keys for an additional 2 years; and revised the TDC's purchasing policies and approved the FY 2013 Marketing Plan.

As part of our ongoing marketing strategy, ninety-eight cultural, fishing and destination special events were funded, drawing out-of-county visitors to Monroe County and providing interesting activities for our residents to also enjoy.

Through the continued hard work of the entire TDC team, for the third fiscal year, bed tax revenues showed a double digital increase with FY 2012 completing the year at a 12.1% increase over last year. Our occupancy and average daily rates again lead the state most of the year. With the slow economy recovery on the national and international fronts, the TDC has modified its marketing efforts to address those markets that provide the best opportunities for our tourist industry.

I am proud to be involved with the TDC, an organization whose various committees and Board members are comprised of over 50 volunteers who represent all facets of the community. The TDC continues to monitor the economic factors that affect our tourism industry and look forward to working with the Board of County Commissioners in our efforts to address the ongoing economic prosperity of our residents in the Florida Keys.

Sincerely



Rita Irwin
Chairperson, Fiscal Year 2010-2012 (10/1/2011 – 9/30/2012)
Monroe County Tourist Development Council

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Explanation of Annual Fiscal Reports

The Monroe County Tourist Development Council (TDC) is required to submit an Annual Report of its operations at the close of the fiscal year (Ordinance 003-1990 - 2/13/90).

This report covers the fiscal year ending September 30, 2012, and includes the following seven categories:

- Report of all revenue by category separation
- Report of all expenditures by category required by law
- Reserves and carry-overs for category required by law
- Reserves and carry-overs by category accumulated for specifically approved projects
- Comparison of current report year with immediate past fiscal year
- Listing of all events or projects funded by district
- Ratio of administrative expenses to overall expenditures

Monroe County Tourist Development Council Board Members

Ms. Rita Irwin, Chairperson

Dolphin Research Center
58901 Overseas Highway
Grassy Key, FL 33050
Term of Service: 8/12 to 8/16
Classification: Tourist Related Industry

Appointed by Neugent
District Appointment
District III

Mr. Harry Appel

Deer Run Bed & Breakfast
1997 Long Beach Drive
Big Pine Key, FL 33043
Term of Service: 8/11 to 8/15,
Classification: Tourist Accommodations

Appointed by Wigington
District Appointment
District II

Mr. James Bernardin

Pine & Palms Resort.
148 Gulfside Dr.
Islamorada, FL 33036
Term of Service: 1/12 to 2/16,
Classification: Tourist Accommodations

Appointed by Rice
District Appointment
District IV

Mayor Craig Cates, Co-Treasurer

City of Key West
525 Angela Street
Key West, FL 33040
Term of Service: 11/09 to 11/13
Classification: Elected Official

BOCC Appointment

Mayor Heather Carruthers

530 Whitehead Street
Key West, FL 33040
Term of Service: 11/10 to 11/11
Classification: Elected Official

BOCC Appointment

Mr. George Fernandez, Treasurer

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 7/09 to 7/13,
Classification: Tourist Related Industry

Appointed by Neugent
Mayoral Appointment

Ms. Ronnie Harris

Kona Kai Resort
97802 Overseas Highway
Key Largo, FL 33037
Term of Service: 7/11 to 8/15
Classification: Tourist Accommodations
Owner/Operator

Appointed by Murphy
District Appointment
District V

Mr. Lou Hernandez, Co-Treasurer

1623 Spaulding Court Unit #4
Key West FL 33040
Term of Service: 8/09 to 8/13
Classification: Elected Official

BOCC Appointment

Mayor David Rice

Monroe County BOCC
Marathon Airport Terminal
Marathon, FL 33050
Term of Service: 11/11 to 11/12
Classification: Elected Official

BOCC Appointment

Mr. Douglas Wright, CHA, Vice Chairperson

Spottswood Management, Inc.
506 Fleming Street
Key West, FL 33040
Term of Service: 8/12 to 9/14 Replaced Carruthers
Classification: Tourist Accommodations

Appointed by Carruthers
District Appointment
District I

By statute, appointments are four-year terms, except for elected officials, whose terms may be limited by tenure in office and for those who are appointed to fulfill the unexpired term of a member whose seat becomes vacant.

Administrative Staff

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street Suite 102
Key West, FL 33040
(305) 296-1552

Harold D. Wheeler
Director

Lynda Stuart Office Manager	Stacey Mitchell Director of Sales	Jessica Bennett Market Research	Rita Brown Film Liaison	Maxine Pacini Admin Assistant
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Jean Brohaugh Finance Assistant	Kelly Payne Admin Secretary	Bonnie Fritzke Office Assistant	Barbara Holding Sales Assistant
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Sabine Pons-Chilton Sales Manager	Jack Meier Sales Manager	Yves Vrielynck Sales Manager	Steve Smith Specialty Market Sales
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Agencies of Record

ADVERTISING

Tinsley Advertising & Marketing, Inc.
2000 South Dixie Highway
Suite 201
Miami, FL 33133
(305) 856-6060

Representative:
Mr. John Underwood
Vice President – Account Supervisor

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 203
Miami, FL 33133
(305) 461-3300

Representative:
Mr. Andy Newman
Vice President - Account Supervisor

WEBSITE PROVIDER

FLORIDAKEYS.COM
701 Simonton Street
Key West, FL 33040
(304) 292-1880

Representative:
Mr. Clinton Barras
Account Manager

FISCAL YEAR 2012

GENERIC TWO PENNY

Revenue	9,751,090
5% Reserve	<u>(487,553)</u>
Subtotal	9,263,537
Balance forward	<u>7,133,825</u>
Total Revenue available for appropriation	16,397,362

Revenue includes bed tax collections and interest earned. The 5% reserve is mandated by Florida Statute 129.01 and as such may not be appropriated. Balance forward represents any monies remaining at the close of the fiscal year.

The Monroe County Tourist Development Council, as an advisory board to the Monroe County Board of County Commissioners, recommends the generic two penny allocations.

Two Penny revenue is broken down in the following manner: 7% of gross revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used to fund events, public relations and consumer mail fulfillment.

DISTRICT TWO PENNY

Revenue	9,892,269
5% Reserve	<u>(435,631)</u>
Subtotal	9,456,638
Balance Forward	<u>6,377,163</u>
Total Revenue available for appropriation	15,833,801

The individual districts, as an advisory board to the TDC, make recommendations as to the allocation of these funds.

District Two Penny revenue is broken down in the following manner: 3% of net revenue may be used for program administration. District Two Penny revenues may be allocated within the following five categories: Administrative; Visitor Information Services; Capital Projects, Special Events, and Promotion & Advertising.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL...

An Overview

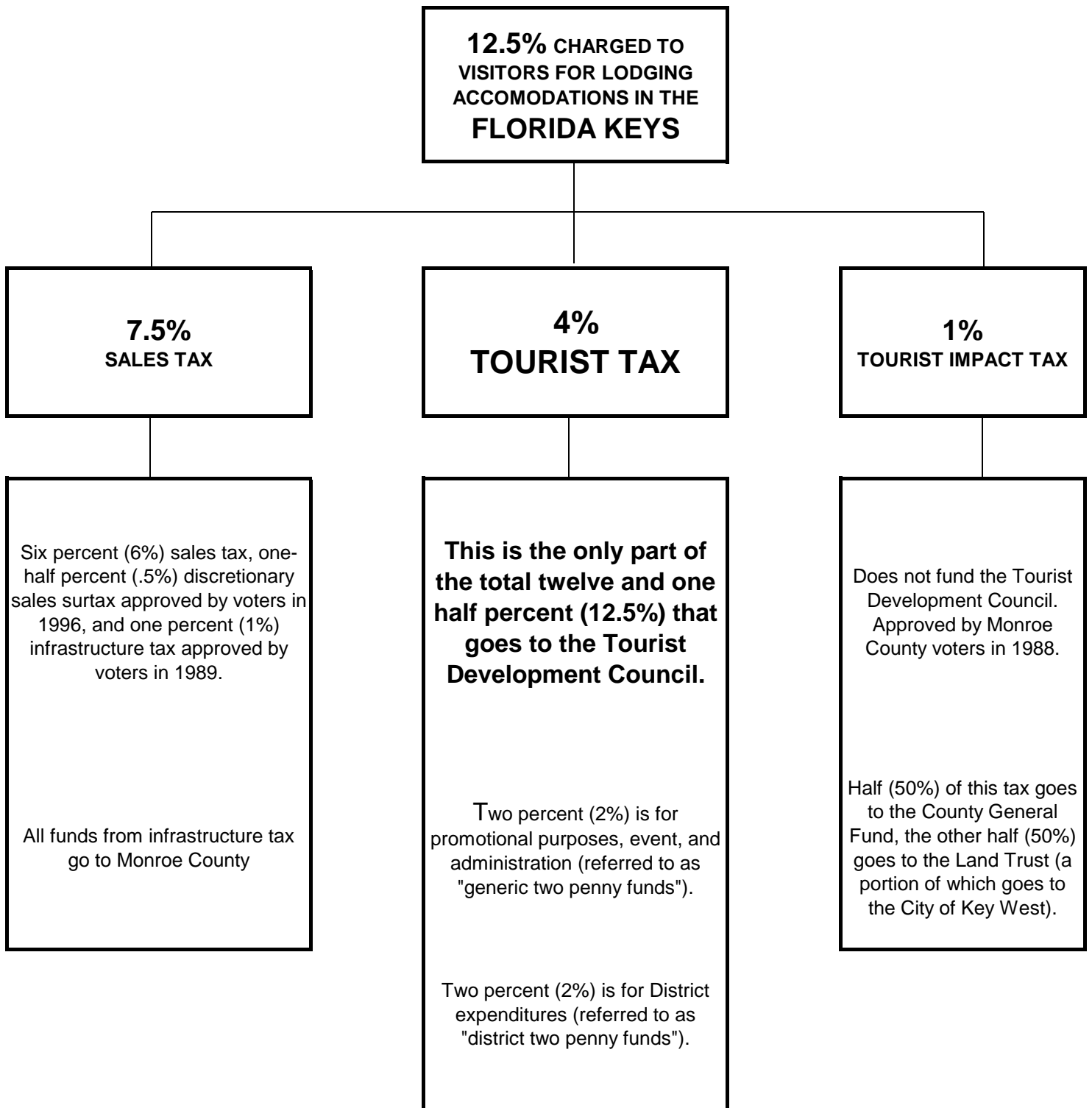
The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in development of a tourism economy.

The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. A county commissioner and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

By statute, the MCTDC must review all proposed expenditures of tourist development tax revenue and recommend to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism economy for Monroe County. All recommended expenditures must be approved by the Board of County Commissioners, first as acceptable budget items, and again for payment by the County Finance Office after the expenditures are made and invoice(s) submitted.

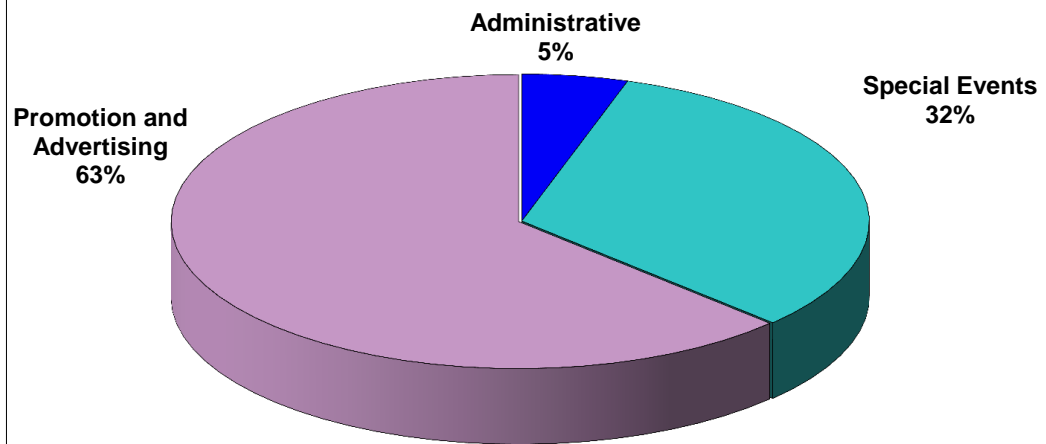
The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.



The Monroe County Tourist Development Council has explained, in further detail, the utilization of the **four** percent (**4%**) tourist tax on the following pages. Monroe County added 1 cent to the bed tax as of June 2009.

Total GenericTwo Penny Expenditures FY 2012



GENERIC TWO PENNY

<u>REVENUE:</u>	<u>FY '11</u>	<u>FY '12</u>	<u>VARIANCE</u>
BED TAX REVENUE	6,206,162	6,454,408	248,246
5% RESERVES F.S.129.01	(310,308)	(322,720)	(12,412)
Priceline.com Settlement	467,820	467,819	(1)
UNANTICIPATED REVENUE*	0	0	0
BALANCE FORWARD	<u>2,838,894</u>	<u>4,355,019</u>	<u>1,516,125</u>
TOTAL REVENUE	9,202,568	10,954,526	1,751,958

PROMOTIONAL

	<u>FY '11</u> <u>Appropriations</u>	<u>FY '11</u> <u>Expenditures</u>	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '12</u> <u>Carry-Over</u>
Advertising Resources	631,578	0	373,604	0	0
Fees & Commissions - Finance	54,080	0	54,080	26,177	0
Market Research	188,000	163,340	263,000	175,140	0
Advertising	3,300,000	3,252,148	4,930,000	4,884,714	0
Mail Fulfillment (Trade)	15,000	8,458	15,900	7,744	0
Sales & Marketing	491,022	489,105	581,742	508,363	0
Website Related Expenses	65,000	46,852	75,000	46,263	0
Promotional Staffing	700,485	515,793	770,534	556,198	0
Cellet	196,766	196,765	201,308	201,308	0
Monroe Council of the Arts	72,500	72,500	72,500	72,500	0
County Services	119,364	66,282	131,300	66,282	0
Advertising*	<u>0</u>	<u>(127)</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Promotional	5,833,795	4,811,116	7,468,968	6,544,689	0
GENERIC TWO PENNY					
PROMOTIONAL TOTAL	\$5,833,795	\$4,811,116	\$7,468,968	\$6,544,689	\$0

ADMINISTRATIVE

	<u>FY '11</u> <u>Appropriations</u>	<u>FY '11</u> <u>Expenditures</u>	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '12</u> <u>Carry-Over</u>
Salaries/Legal	9,667	9,348	9,676	9,647	0
Fees & Commissions - Finance	26,471	22,226	16,200	7,842	0
Administrative Advertising	10,000	9,588	12,000	5,352	0
Board & Admin Travel	20,000	8,825	21,200	18,202	0
Capital Outlay	2,080	2,080	6,600	0	0
Administrative Resources	48,429	0	122,808	0	0
Business Lease	113,000	111,505	119,780	111,402	0
Dues & Subscriptions	500	176	700	202	0
Communications	18,500	13,179	20,500	15,873	0
Equipment Rental & Leases	8,500	7,839	9,500	7,099	0
FTIMC	9,375	9,375	11,964	9,510	0
Repair & Maint Services	<u>1,585</u>	<u>908</u>	<u>4,000</u>	<u>808</u>	<u>0</u>
Subtotal	268,107	195,049	354,928	185,937	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '11 <u>Appropriations</u>	FY '11 <u>Expenditures</u>	FY '12 <u>Appropriations</u>	FY '12 <u>Expenditures</u>	FY '12 <u>Carry-Over</u>
Operating Supplies/Small Equip	7,578	7,577	600	505	0
Office Supplies	10,387	10,187	11,800	9,522	0
Courier Service	2,500	1,600	2,500	1,300	0
Janitorial	5,000	4,992	5,000	4,992	0
Computer Software	0	0	1,500	0	0
Administrative Services	<u>397,887</u>	<u>391,081</u>	<u>423,997</u>	<u>294,278</u>	<u>0</u>
Total Administrative	691,459	610,486	445,397	496,534	0
SPECIAL PROJECTS					
Dist I Ad Campaign ¹	450,036	398,149	451,413	425,665	0
County DAC 1*	0	(34)	0	0	0
Dist II Ad Campaign ²	54,093	44,285	42,875	0	0
Dist III Ad Campaign ³	107,398	63,958	102,016	82,482	0
Dist IV Ad Campaign ⁴	125,731	121,713	89,102	89,013	0
Dist V Ad Campaign ⁵	<u>124,638</u>	<u>77,414</u>	<u>92,660</u>	<u>90,473</u>	<u>0</u>
Total Admin Special Projects	861,896	705,485	778,066	687,633	0
RESERVES					
Emergency	216,582	0	216,582	0	216,582
Emergency	<u>1,598,837</u>	<u>0</u>	<u>1,690,585</u>	<u>0</u>	<u>1,690,585</u>
Total Admin Emergency	1,815,419	0	1,907,167	0	1,907,167

*Includes Monroe County Finance previous year's corrections

GENERIC TWO PENNY ADMINISTRATIVE TOTAL	\$3,368,774	\$1,315,971	\$3,485,558	\$1,184,167	\$1,907,167
GENERIC TWO PENNY TOTAL	\$9,202,569	\$6,127,087	\$10,954,526	\$7,728,856	\$1,907,167

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

¹ Page 24

² Page 25

³ Page 26

⁴ Page 28

⁵ Page 29

**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

<u>REVENUE:</u>	<u>FY '11</u>	<u>FY '12</u>	<u>VARIANCE</u>
BED TAX REVENUE	3,169,887	3,296,682	126,795
5% RESERVE F.S. 129.01	(158,494)	(164,834)	(6,340)
Priceline.com Settlement	225,761	225,760	(1)
BALANCE FORWARD	<u>2,085,246</u>	<u>2,085,227</u>	<u>(19)</u>
TOTAL REVENUE	5,322,400	5,442,835	120,435

	<u>FY '11</u>	<u>FY '11</u>	<u>FY '12</u>	<u>FY '12</u>	<u>FY '12</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
ADMINISTRATIVE					
Salaries/Legal	30,209	29,213	30,159	30,146	0
Fees & Commissions - Finance	32,136	26,984	35,100	16,985	0
Mail Fulfillment (Consumer)	54,156	14,595	59,120	22,923	0
Events Resources	240,661	0	254,663	0	0
FL Keys & Key West Film Comm	167,298	119,072	167,298	139,674	0
Public Relations Fees	531,929	531,929	558,526	558,526	0
Public Relations Expenses	775,000	561,928	775,000	647,478	0
Public Relations Expenses*	0	0	0	(3,373)	0
County Services	<u>47,645</u>	<u>47,645</u>	<u>47,645</u>	<u>47,645</u>	<u>0</u>
Total Administrative	1,879,034	1,331,366	1,927,511	1,460,004	0

SPECIAL PROJECTS

Events Resources	1,998	0	0	0	0
Big Pine Nautical Flea Market	2,875	2,875	0	0	0
Big Pine Winterfest & Island Fair	8,000	0	0	0	0
Big Pine & Lower Keys Art Fest ⁶	0	0	3,728	3,671	3,728
Conch Life Scramble	0	0	10,000	6,060	10,000
County DAC IV	0	0	10,000	0	0
Eco Week '10	25,000	13,763	0	0	0
Eco Week	12,228	0	0	0	0
Fantasy Fest '10	11,500	11,500	0	0	0
Fantasy Fest '11 Dist II, III , IV'	21,680	0	21,680	21,680	0
Fantasy Fest '12 ⁵	0	0	13,190	0	13,190
Fight Night in the Keys	3,675	3,675	0	0	0
Florida Keys Island Fest	20,000	18,182	10,000	10,000	0
Islamorada Chili Cookoff ⁹	0	0	2,999	1,075	0
Islamorada Swordfish Tournament ¹⁰	12,000	12,000	0	0	0
Key West 2011	40,000	40,000	0	0	0
Key West Bight Before Christmas	5,005	0	5,005	5,005	0
Key West Pride ¹¹	13,000	12,919	12,843	12,825	0
KW World's Championship '10	115,000	115,000	0	0	0
KW World's Championship '11	115,000	0	115,000	115,000	0
KW World's Championship '12	0	0	120,000	120,000	120,000
Key Largo Bridge Run '11	0	0	10,008	10,008	0
Key Largo Bridge Run '12	0	0	9,992	0	17,000
Key Largo Music Festival	10,148	8,989	0	0	0
Key Largo Food & Wine Festival ¹²	0	0	14,716	14,180	5,000
Lower Keys Music Festival	5,000	4,937	0	0	0
No Name Race	3,000	2,594	7,500	972	0
Ragnar Relay Florida Keys ¹³	0	0	72,500	70,000	2,500
Sombrero Beach Run	15,000	13,749	0	0	0
Orange Bowl Winter Training '11	50,000	0	50,000	0	0
Orig Marathon Seafood Fest ¹⁴	32,148	30,115	49,231	49,231	0
Phil Peterson's Poker Run '09	45,000	44,768	0	0	0
Phil Peterson's Poker Run '11	25,000	0	25,000	24,435	0
Phil Peterson's Poker Run '12 ¹⁵	0	0	7,500	0	7,500
Publix Mad Dog Mandich	10,000	0	10,000	0	0
Tropical Heat '10	1,000	0	0	0	0
Tropical Heat ¹⁶	4,175	4,175	1,000	0	0
UK Gigantic Nautical Flea Market	5,000	5,000	0	0	0
Womenfest '09	30,000	0	0	0	0
Womenfest '11	15,000	14,680	1,500	309	0
Womenfest '12	<u>0</u>	<u>0</u>	<u>35,000</u>	<u>32,924</u>	<u>35,000</u>
Total Special Projects	657,432	358,921	618,392	497,375	213,918

**EVENTS
ALL DISTRICTS**

	<u>FY '11</u>	<u>FY'11</u>	<u>FY '12</u>	<u>FY'12</u>	<u>FY'12</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Art Going Green on Big Pine Key '10	1,000	0	0	0	0
Art Going Green on Big Pine Key '11	6,000	3,499	6,000	0	0
Cultural Umbrella Resources	3,868	0	0	0	0
FK Birding & Wildlife Fest '10	2,000	580	0	0	0
FK Birding & Wildlife Fest '11	11,000	10,258	10,500	0	0
FK Birding & Wildlife Fest '12	0	0	11,792	11,516	3,000
FKFC Keys Chorale	11,277	8,495	0	0	0
Key West Pops	0	0	14,678	14,453	0
FK History of Diving Museum '10	5,000	0	0	0	0
FK History of Diving Museum '11	17,000	16,663	5,000	0	0
FK History of Diving Museum '12	0	0	15,281	15,059	5,000
FL Keys Art Guild Outdoor Art Fest	22,688	14,336	16,802	8,374	0
FI Keys Traditional Arts Festival	20,000	18,040	0	0	0
Generic Arts Advertising	208,740	188,291	279,997	275,931	0
Impromptu Concerts '10	1,000	0	0	0	0
Impromptu Concerts '11	12,539	12,539	1,000	0	0
Impromptu Concerts '12	0	0	17,422	17,331	1,000
Key Largo Pirate's Fest	25,000	23,715	18,350	18,000	0
Key Largo's Original Music Festival	0	0	18,650	18,300	0
Key Players '11	18,070	18,070	0	0	0
Key West Garden Club	7,000	7,000	14,279	9,672	0
Key West House & Garden Tour	10,112	10,112	13,619	12,211	0
Key West Art & Hist Society '10	15,000	0	0	0	0
Key West Art & Hist Society '11	25,000	24,689	1,000	0	0
Key West Art & Hist Society '12	0	0	20,929	20,609	5,000
Key West Craft Show '10*	0	(2)	0	0	0
Key West Craft Show	4,800	0	7,075	0	0
Key West Film Society '10	5,000	0	0	0	0
Key West Film Society '11	21,420	21,420	5,000	0	0
Key West Film Society '12	0	0	18,105	18,105	5,000
HS Truman Foundation '10	1,000	0	0	0	0
HS Truman Foundation '11	20,433	13,051	5,000	0	0
HS Truman Foundation '12	0	0	17,827	7,426	5,000
Key West Literary Seminar	14,000	14,000	18,012	14,862	0
Key West Modern Dance	0	0	8,810	7,479	0
Key West Symphony Orchestra '10	5,000	0	0	0	0
Key West Symphony Orchestra '11	4,880	4,880	0	0	0
Key West Pops Orchestra	3,000	2,700	0	0	0
KW Tropical Forest & Botanical '11*	10,000	9,280	2,000	(753)	0
KW Tropical Forest & Botanical '12	0	0	18,290	16,334	5,000
KW Coast Guard Maritime Museum	5,000	0	2,500	0	0
Keys Community Concert Band	16,070	14,527	15,598	14,657	0
Marathon Community Theatre '10	1,000	0	0	0	0
Marathon Community Theatre '11	25,000	24,974	1,000	0	0
Marathon Community Theatre '12	0	0	20,600	10,325	1,000
Marathon Garden Club	10,000	9,738	9,840	9,685	0
Master Chef's Classic	4,000	2,931	7,713	5,150	0
MFMHM '10	10,000	0	0	0	0
Mel Fisher Keys Maritime Explore	18,103	10,283	5,000	0	0
MFMHM	0	0	19,818	13,331	7,000
Morada Way Walkabouts	0	0	18,610	16,743	5,000
Nutcracker Key West	12,054	10,467	0	0	0
Pennekamp Park 50th Anniversary	25,000	20,379	0	0	0
Performance at St Paul's '10*	0	(1,838)	0	0	0
Performance at St Paul's '11*	11,406	9,521	1,500	(731)	0
Performance at St Paul's '12	0	0	8,912	0	1,500
Pigeon Key Arts Festival	9,559	6,468	17,850	16,363	0
Pirates In Paradise Festival '11	6,227	5,771	2,000	0	0
Pirates In Paradise Festival '12	0	0	16,947	9,382	0
Subtotal	665,246	534,837	713,306	579,814	43,500

**EVENTS
ALL DISTRICTS**

	FY '11	FY '11	FY '12	FY '12	FY '12
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Red Barn Theatre '10	1,000	0	0	0	0
Red Barn Theatre '11*	23,867	23,857	2,500	(479)	0
Red Barn Theatre '12	0	0	20,281	17,895	1,000
Sculpture Key West '10	1,000	0	0	0	0
Studios of Key West '10*	0	0	0	(938)	0
Studios of Key West '11	18,491	16,725	2,500	0	0
Studios of Key West '12	0	0	16,993	16,320	1,000
12 Step Music Festival '10	12,500	0	0	0	0
12 Step Music Festival '11	0	0	0	(1,425)	0
12 Step Music Festival	12,000	11,964	14,192	0	1,000
T Williams Fine Arts Center '11	17,196	15,625	5,000	0	0
Underwater Music Festival '10	500	0	0	0	0
Underwater Music Festival '11	5,000	4,983	1,500	0	0
Underwater Music Festival '12	0	0	7,749	6,126	0
Waterfront Playhouse	0	0	<u>20,779</u>	<u>20,779</u>	0
Total Cultural Umbrella	756,800	607,991	804,800	638,092	46,500

FISHING UMBRELLA EVENTS-TOURNAMENTS

Backcountry Fly Championship	1,000	913	1,000	0	0
BP & Lower Keys Dolphin Tourn	9,000	8,829	10,000	9,161	0
Capt Don Gurgiolo Sailfish	4,300	4,300	3,000	3,000	0
Capt Leon Shell Billfish '11*	0	0	0	(144)	0
Capt Leon Shell Billfish	10,000	9,874	10,000	5,527	0
Coconuts Dolphin Tournament '11*	0	0	0	(460)	0
Coconuts Dolphin Tournament	15,000	15,000	11,500	11,500	0
Conch Republic Ladies Tourn '10	500	0	0	0	0
Cuda Bowl	0	0	5,000	2,572	0
Dolphin, Black Fin Tuna Fun Fishing	2,000	2,000	3,000	2,730	0
Dolphin Flashover '11	2,000	0	500	0	0
Don Hawley Tarpon	1,000	977	0	0	0
Del Brown Invitational Permit '10	500	0	0	0	0
Del Brown Invitational Permit '11	1,500	1,500	500	0	0
Del Brown Invitational Permit '12	0	0	2,500	1,769	500
Fishing TV Production	84,750	84,000	63,280	62,630	0
Fishing Umbrella Advertising	299,800	290,383	298,550	295,046	0
Fishing Umbrella PR	50,000	38,037	70,000	40,527	0
Fishing Umbrella Resources	825	0	3,470	0	0
Gold Cup Tarpon Tournament	1,000	1,000	500	0	0
Golden Fly Tarpon Tournament	1,000	695	500	500	0
Hawks Cay Mahi Fly Redbone	1,000	0	0	0	0
Herman Lucerne Memorial '10*	3,500	0	0	(625)	0
Herman Lucerne Memorial '11	3,500	0	3,500	3,095	0
Islamorada Fall Bonefish '10	1,000	0	0	0	0
Islamorada Fall Bonefish '11	1,000	912	1,000	0	0
Islamorada Fall Bonefish '12	0	0	1,000	0	1,000
Islamorada All-Tackle Bonefish '10	1,000	(1,000)	0	0	0
Islamorada All-Tackle Bonefish '11	1,000	814	1,000	0	0
Islamorada All-Tackle Bonefish '12	0	0	1,000	0	1,000
Islamorada Spring All-Tackle	1,000	825	1,000	955	0
Islamorada Jr. Sailfish Tourney	3,000	3,000	2,500	2,499	0
Islamorada Ladies Sailfish Tourn.	2,200	2,200	1,750	1,750	0
Islamorada Sailfish Tournament	8,000	8,000	7,000	6,945	0
Islamorada Dolphin Tournament	<u>5,000</u>	<u>5,000</u>	<u>4,500</u>	<u>4,496</u>	0
Subtotal	515,375	477,259	507,550	453,473	2,500

**EVENTS
ALL DISTRICTS**

	FY '11 Appropriations	FY '11 Expenditures	FY '12 Appropriations	FY '12 Expenditures	FY '12 Carry-Over
Key Largo Sailfish Challenge	6,000	6,000	6,000	5,492	0
Key West Harbour King Mackerel	15,000	14,951	15,000	15,000	0
Key West Fishing Tournament '11	35,000	34,484	1,000	0	0
Key West Fishing Tournament '12	0	0	42,250	41,406	5,000
Key West Marlin Tournament '10	1,000	0	0	0	0
Key West Marlin Tournament '11	30,000	29,897	1,000	0	0
Key West Marlin Tournament '12	0	0	30,000	29,977	5,000
KW Gator Club Dolphin Rodeo	5,000	0	6,000	5,881	0
Ladies Tarpon Tournament	2,000	2,000	0	0	0
Baybone '10	9,000	0	0	0	0
Baybone '11	9,000	0	9,000	0	0
Baybone '12	0	0	8,000	5,284	8,000
Marathon Int'l Bonefish	0	0	5,000	4,389	1,000
Marathon Int'l Tarpon	3,000	2,870	0	0	0
Marathon Bull & Cow Dolphin	3,000	3,000	6,000	6,000	0
March Merkin Permit Tournament	0	0	4,000	3,415	0
Mercury Redbone '11	0	0	0	(450)	0
Pigeon Key Centennial Fishing	0	0	5,000	1,256	0
Redbone Celebrity	6,500	0	5,000	4,376	0
Redbone @ Large La Siesta Tarpon	0	0	1,000	1,000	0
Mercury SLAM '10	6,000	4,650	0	0	0
Mother's Day Dolphin Tournament*	0	(1,614)			0
Nick Sheahan Dolphin Rodeo	4,425	3,263	6,000	5,908	0
Robert James SLAM Celebrity '11	6,000	6,000	6,000	0	0
Robert James SLAM Celebrity '12	0	0	6,000	0	1,000
Sailfish Open	10,000	6,504	0	0	0
Saltwater Angler Grand SLAM	5,000	0	5,000	0	0
Take Stock in Children	2,000	1,517	1,500	1,500	500
Tarponian Tournament '11*	0	0	0	(239)	0
Tarponian Tournament	3,000	3,000	3,000	3,000	0
World Sailfish Championship	<u>45,000</u>	<u>38,306</u>	<u>45,000</u>	<u>25,551</u>	<u>0</u>
Total Fishing Umbrella	721,300	632,087	724,300	612,219	23,000
DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>450,000</u>	<u>427,578</u>	<u>475,000</u>	<u>467,939</u>	<u>0</u>
Total Dive Umbrella	450,000	427,578	475,000	467,939	0
RESERVES					
Emergency	<u>857,833</u>	<u>0</u>	<u>892,833</u>	<u>0</u>	<u>892,833</u>
Total Emergency	857,833	0	892,833	0	892,833
*includes Monroe County Finance previous year's corrections					
GENERIC TWO PENNY					
EVENTS TOTAL	\$5,322,399	\$3,357,943	\$5,442,836	\$3,675,629	\$1,176,251

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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Community/Tourism Enhancements

Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but not limited to:

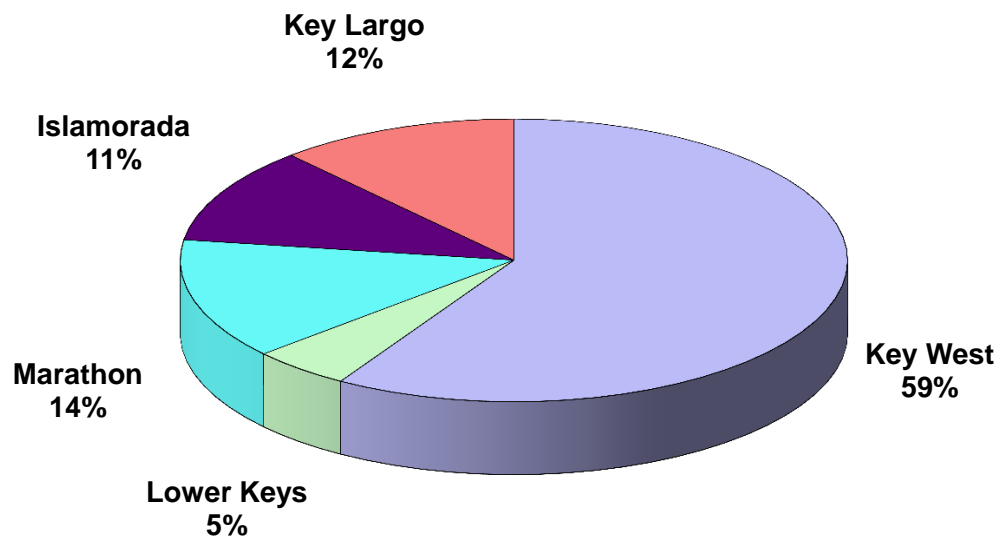
- Cleaning and maintenance of Keys Beaches (Smathers, Higgs, CB Harvey Rest (Key West); Veteran's Park/Little Duck Key (Big Pine Key); Sombrero & Coco Plum (Marathon); Anne's & Library (Islamorada) and Harry Harris and Settler's Park (Key Largo)
- Kayak dock & observation boardwalk for the City of Marathon
- Florida Keys Museum of Natural History restoration of the Adderley House
- Dolphin Research Center projects
- Pigeon Key Foundation – ongoing projects including solar energy installation
- Customs House in Key West
- White Street Pier/Higgs and Rest Beaches Project
- Higgs Beach Special Fund encompassing several major projects
- Smathers Beach – continued maintenance and restoration
- Sinking of offshore vessels for artificial reef projects (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- Ongoing upgrades to East and West Martello Towers
- Marathon Community Theatre
- Marathon Garden Club
- City of Marathon – beach improvements, installation of observation boardwalk, kayak docks & tiki huts
- Friends of the Islamorada State Parks
- Village of Islamorada Founder's Park Community and Kiddy Pool, Amphitheatre and repairs to the Hurricane Monument, Islamorada beaches – beach parks cleaning and trash removal & boardwalk replacement project
- Friends of Mallory Square Memorial
- Kitzo-Berg Beach Walkway
- Florida Keys Wild Bird Center – ongoing projects
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Botanical Garden Projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Mote Marine Lab
- Tennessee Williams Theatre projects
- Studios of Key West projects
- Harry S. Truman Little White House projects
- Florida Keys Eco-Discovery Center
- Florida Keys History of Diving Museum projects
- Island Dolphin Care
- San Carlos repairs
- Audubon/Geiger House Museum & Tropical Gardens
- Little White House projects
- Waterfront Playhouse ongoing upgrades
- Old Island Restoration Foundation
- AIDS Memorial Repair
- Marine Mammal Conservancy projects
- Schooner Western Union Maritime Museum Refit Project
- Key West Players stage repair
- History of Diving Museum ongoing projects
- Monroe County Key Largo Cultural Center Improvements

TDC continues to fund county and municipality employee salaries, utilities and general operational costs of a number of beach parks and museums. TDC also allocates annual bed tax revenues for capital projects benefiting our communities and visitors alike.

District expenditures which have enhanced each community at no cost to the taxpayers of Monroe County, are found on the following pages. Please note that our report does not include other collected taxes which go directly to the county's long range capital and maintenance programs.

Percentage of FY 2012 Bed Tax Revenue by District

As Per September 2011 MCTDC 4 Penny Bed Tax Report



**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

REVENUE:	<u>FY '11</u>	<u>FY '12</u>	<u>VARIANCE</u>
BED TAX REVENUE	4,796,236	5,898,200	1,101,964
5% RESERVES F.S. 129.01	(239,812)	(235,928)	3,884
Priceline.com Settlement	208,443	208,443	0
BALANCE FORWARD	<u>2,846,802</u>	<u>4,368,586</u>	1,521,784
TOTAL REVENUE	7,611,669	10,239,301	2,627,632

	<u>FY '11</u> <u>Appropriations</u>	<u>FY '11</u> <u>Expenditures</u>	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '12</u> <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	12,084	11,685	12,095	12,058	0
Fees & Commissions - Finance	3,649	3,066	1,458	707	0
Utilities	13,731	2,698	14,510	2,736	0
Administrative Services	116,550	116,550	123,543	123,543	0
County Services	49,101	49,101	49,101	49,101	0
Administrative Resources	<u>29,781</u>	<u>0</u>	<u>95,571</u>	<u>0</u>	<u>0</u>
Total Administrative	224,896	183,100	296,278	188,145	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	257,000	257,000	317,867	317,867	0
KWBG Gay & Lesbian VIS	<u>45,250</u>	<u>45,250</u>	<u>45,250</u>	<u>45,250</u>	<u>0</u>
Total VIS	302,250	302,250	363,117	363,117	0

CAPITAL PROJECTS					
Audubon House Outbuildings	61,780	0	60,671	60,671	0
W Martello - Salary	46,670	43,757	45,439	44,403	0
Higgs Beach - Salary	59,606	57,087	58,989	58,975	0
Capital Project Resources	599,283	0	110,321	0	0
Energy Conservation @ Little White Hse	5,250	4,550	0	0	0
Smathers/Rest Beach - Cleaning	380,000	346,091	380,000	357,975	0
Harry S Truman Roof/Floor Repairs	0	0	42,878	0	42,878
Higgs Beach Util/Maint/Op	116,000	112,114	123,993	114,468	0
Higgs Beach - Cleaning	99,719	99,719	125,000	118,611	0
Higgs Beach Operating Supplies	5,000	0	3,000	2,526	0
Higgs Beach Playground Ph 1	150,000	8,000	150,000	150,000	150,000
Higgs Beach Reestablish Shoreline	0	0	75,000	0	75,000
W Martello Historic Restoration	0	0	200,000	104,000	100,000
W Martello Fence Replacement	45,000	30,734	6,356	3,300	0
W Martello Fence Project '11	45,000	0	45,000	40,435	0
W Martello Improvements	100,000	81,400	0	0	0
E Martello Improvements	100,000	84,600	0	0	0
Historic Armory Replace A/C	25,000	0	25,000	22,475	0
MC African Memorial Cemetary	13,864	4,860	0	0	78,000
African Memorial Completion Phase	78,000	0	78,000	0	0
Aids Memorial Expansion	45,500	0	45,500	0	45,500
Museum Maintenance	7,500	3,534	20,000	16,054	0
Museum Utilities	30,000	18,263	29,642	21,104	0
Museum Risk Management	500	424	424	424	0
E Martello Historic Restoration	0	0	200,000	103,200	100,000
E Martello Restrooms	50,000	40,928	0	0	0
E Martello Stair Replacement	50,000	4,240	0	0	0
E Martello Citadel Doors	25,000	0	25,000	15,400	0
E Martello Tower ADA	0	0	65,000	0	65,000
KW Botanical Gardens Nature Chapel	98,000	98,000	0	0	0
KWBGS Mia Blue Butterfly Garden*	50,000	50,000	0	(9,037)	0
KWBGS Security/Accessibility	0	0	22,700	0	22,700
City of KW White St Pier Rip Rap '07	0	0	24,100	24,071	0
City of KW Smthrs Bch Renovation '08	60,876	60,876	60,876	0	0
City of KW Smthrs Bch Renovation '09	43,000	8,165	43,000	34,835	0
City of KW Rest Beach Ren	0	0	245,000	0	245,000
City of KW Smthrs Beach*	0	(468)	0	0	0
White St. Pier Rip Rap '09*	0	(85)	0	0	0
Oldest House Museum	15,810	0	0	0	0
San Carlos Minor Repairs	0	0	2,500	1,514	0
Schooner Western Union	100,000	90,063	0	0	0
TSKW Nature Center	60,000	0	60,000	51,523	0
Tennessee Williams Backstage Repair	0	0	100,000	0	37,000
Tropic Cinema Phase VI	35,000	16,321	18,679	18,617	0
Tropic Cinema Phase VII	0	0	150,000	71,287	50,000
Waterfront Playhouse Electrical Upgrade	0	0	45,000	36,418	0
Waterfront Playhouse Roof	26,800	26,800	26,800	0	0
Waterfront Playhouse Stage	<u>25,000</u>	<u>25,000</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Capital Projects	2,653,158	1,314,973	2,713,868	1,463,249	1,011,078

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '11 <u>Appropriations</u>	FY '11 <u>Expenditures</u>	FY '12 <u>Appropriations</u>	FY '12 <u>Expenditures</u>	FY '12 <u>Carry Over</u>
SPECIAL EVENTS					
Bone Island Bare It All '11	14,000	1,000	13,000	5,674	0
Capt Tony Days	14,000	0	9,000	0	0
Eco Week	14,989	0	0	0	0
Fantasy Fest '10	121,000	121,000	0	0	0
Fantasy Fest '11	121,000	0	121,000	121,000	0
Fantasy Fest '12 ⁸	0	0	112,000	0	120,000
Fight Night in the Keys	25,000	25,000	50,000	50,000	0
Florida Keys Seafood Festival	10,000	10,000	25,000	19,035	0
Key West Bight Before Christmas	28,000	25,218	17,000	0	17,000
Key West Brewfest	0	0	10,000	10,000	10,000
Key West Paddleboard Classic	15,000	9,569	17,000	14,448	0
Key West Pride ¹¹	0	0	22,157	22,157	0
Key West Songwriter's Festival	25,000	25,000	75,000	75,000	0
Key West Triathlon '11	20,000	3,749	16,251	12,466	0
Key West Triathlon '12	0	0	8,749	0	25,000
Tropical Heat ¹⁶	825	825	17,000	15,398	17,000
Holiday Historic Inn Tours '10	5,006	0	0	0	0
Holiday Historic Inn Tours '11	16,110	13,933	5,006	3,886	0
Holiday Historic Inn Tours '12	0	0	17,000	0	17,000
Key West Food & Wine Festival	8,000	8,000	25,000	25,000	0
Key West Half Marathon '11*	0	0	0	(990)	0
Key West Half Marathon	10,000	10,000	10,000	9,975	0
Key West Race Week	0	0	120,000	0	0
P. Peterson's Key West Poker Run ¹⁵	0	0	50,000	0	50,000
Swim Around Key West	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>0</u>	<u>10,000</u>
Total Special Events	447,930	253,294	750,163	383,049	266,000
PROMOTION & ADVERTISING					
PR Stringer Fees	30,000	30,000	31,500	31,500	0
Seatrade Cruise Conference	9,675	7,386	11,675	9,239	0
FCCA Conference & Trade Show	3,250	2,030	3,250	2,237	0
Promo & Advertising Resources	335,192	0	350,181	0	0
District Advertising Campaign ¹	3,147,825	3,143,336	5,261,777	5,261,673	0
DAC I Webcam	<u>18,400</u>	<u>14,800</u>	<u>18,400</u>	<u>14,430</u>	<u>0</u>
Total Promo & Ad	3,544,342	3,197,552	5,676,783	5,319,079	0
BEACHES					
Higgs Beach Special Fund	439,093	70,210	347,493	29,229	<u>340,108</u>
Higgs Beach Park Plygrd	0	0	73,600	73,600	<u>73,600</u>
Higgs Bch Roof Replace Plygrd	<u>0</u>	<u>0</u>	<u>18,000</u>	<u>0</u>	<u>18,000</u>
Total Special Beach Fund	439,093	70,210	439,093	102,829	
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
*Includes Monroe County Finance previous year's corrections					
KEY WEST					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$7,611,669	\$5,321,379	\$10,239,302	\$7,819,468	\$1,277,078

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**DISTRICT TWO PENNY
ACTIVITIES
LOWER KEYS**

REVENUE:	<u>FY '11</u>	<u>FY '12</u>	<u>VARIANCE</u>
BED TAX REVENUE	520,974	520,974	0
5% RESERVES F.S. 129.01	(26,049)	(26,049)	0
Priceline.com Settlement	21,653	21,653	0
BALANCE FORWARD	<u>147,231</u>	<u>154,889</u>	<u>7,658</u>
TOTAL REVENUE	663,809	671,467	7,658

	<u>FY '11 Appropriations</u>	<u>FY '11 Expenditures</u>	<u>FY '12 Appropriations</u>	<u>FY '12 Expenditures</u>	<u>FY '12 Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	1,208	1,169	1,210	1,206	0
Fees & Commissions - Finance	413	349	134	64	0
Utilities	1,603	311	1,694	330	0
Administrative Services	12,800	12,800	13,568	13,568	0
County Services	21,277	21,277	21,277	21,277	0
Administrative Resources	<u>752</u>	<u>0</u>	<u>370</u>	<u>0</u>	<u>0</u>
Total Administrative	38,053	35,906	38,253	36,445	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>76,000</u>	<u>76,000</u>	<u>91,200</u>	<u>91,200</u>	<u>0</u>
Total VIS	76,000	76,000	91,200	91,200	0
CAPITAL PROJECTS					
Little Duck Key Beach - Salary	54,753	49,482	52,603	51,460	0
Little Duck Key Beach - Util/Maint/Op	9,600	6,574	9,164	4,945	0
Little Duck Key Beach - Cleaning	25,685	21,884	21,924	21,897	0
Veteran's Park Bathroom Renovation	15,160	9,768	0	0	0
Capital Projects Resources	<u>83,920</u>	<u>0</u>	<u>102,162</u>	<u>0</u>	<u>0</u>
Total Capital Projects	189,118	87,708	185,853	78,302	0
SPECIAL EVENTS					
Events Resources	1	0	0	0	0
Fantasy Fest '10	5,000	5,000	0	0	0
Fantasy Fest '12 ⁸	0	0	1,810	0	1,810
BP & LK Island Art Fest '11	10,000	8,715	4,215	2,150	0
BP & LK Island Art Fest '12 ⁶	0	0	3,557	0	10,000
Big Pine Nautical Flea Market	<u>5,124</u>	<u>4,587</u>	<u>10,000</u>	<u>6,138</u>	<u>0</u>
Total Special Events	20,124	18,302	19,582	8,288	11,810
PROMOTION & ADVERTISING					
PR Stringer Fees	10,000	10,000	10,500	10,500	0
Promo & Advertising Resources	21,653	0	21,653	0	0
District Advertising Campaign ²	290,460	290,448	286,026	275,467	0
DAC II Webcam	<u>18,400</u>	<u>14,800</u>	<u>18,400</u>	<u>14,800</u>	<u>0</u>
Total Promo & Ad	340,513	315,248	336,579	300,767	0
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
LOWER KEYS					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$663,808	\$533,164	\$671,467	\$515,002	\$11,810

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
MARATHON**

REVENUE:	<u>FY '11</u>	<u>FY '12</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,193,646	1,193,646	0
5% RESERVES F.S. 129.01	(59,682)	(59,682)	0
Priceline.com Settlement	53,234	53,234	0
BALANCE FORWARD	<u>884,742</u>	<u>813,315</u>	<u>(71,427)</u>
TOTAL REVENUE	2,071,940	2,000,513	(71,427)

	<u>FY '11 Appropriations</u>	<u>FY '11 Expenditures</u>	<u>FY '12 Appropriations</u>	<u>FY '12 Expenditures</u>	<u>FY '12 Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,418	2,337	2,423	2,412	0
Fees & Commissions - Finance	964	811	366	184	0
Administrative Services	31,190	31,190	33,061	33,061	0
Utilities	3,641	726	3,859	755	0
County Services	11,431	11,431	11,431	11,431	0
Administrative Resources	<u>14,384</u>	<u>0</u>	<u>12,853</u>	<u>0</u>	<u>0</u>
Total Administrative	64,028	46,495	63,993	47,843	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>120,000</u>	<u>120,000</u>	<u>160,000</u>	<u>160,000</u>	<u>0</u>
Total VIS	120,000	120,000	160,000	160,000	0
CAPITAL PROJECTS					
FKLST Resoration Adderly House	32,500	0	0	0	0
City of Marathon Sombrero Bch Clean	0	0	65,194	49,353	0
City of Marathon Coco Plum Bch Clean	0	0	42,827	31,988	0
Sombrero & Coco Plum Bch Impr	90,500	90,500	22,625	22,625	0
Crane Pt Eco-Adventure Program	85,000	0	85,000	0	85,000
DRC Replace Gift Shop Doors	3,725	3,725	0	0	0
DRC Family Spray-Ground Park	140,000	127,091	0	0	0
DRC Purchase of Parking Lot Property	152,250	145,235	0	0	0
DRC Interactive Program Platform	0	0	44,647	44,647	0
City of Mara Kayak Docks/Boardwalk	20,000	0	20,000	20,000	0
Marathon Com Thre Kitchen/Restroom	8,000	7,340	0	0	0
Marathon Garden Club Roof	13,549	13,549	0	0	0
Pigeon Key Foundation	4,925	4,925	104,826	0	104,826
Pigeon Key Painting Original Buildings	0	0	14,415	14,415	0
City of Marathon Sombrero Bch Volleyball*	19,750	14,983	0	(2,343)	0
Capital Projects Resources	<u>45,296</u>	<u>0</u>	<u>226,529</u>	<u>0</u>	<u>0</u>
Total Capital Projects	615,495	407,348	626,063	180,685	189,826
SPECIAL EVENTS					
Events	10,000	0	0	0	0
Battle in the Bay Dragon Boat Fest	35,000	35,000	30,000	30,000	0
Conchtoberfest '10	40,000	35,800	0	0	0
Conchtoberfest '11	40,000	19,168	18,847	18,847	0
Conchtoberfest '12/Christmas in the Keys	0	0	30,153	0	40,000
Eco Week '10	4,500	3,432	0	0	0
Ragnar Relay Florida Keys ¹³	0	0	10,000	10,000	0
Sombrero Beach Run ¹⁴	0	0	20,000	17,546	0
Orig Marathon FK Seafood Fest	7,852	7,852	769	644	0
Fantasy Fest '11 ⁷	7,320	0	7,320	7,320	0
Fantasy Fest '12 ⁸	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>0</u>	<u>10,000</u>
Total Special Events	144,672	101,252	127,089	84,357	50,000
PROMOTION & ADVERTISING					
PR Stringer Fees	10,000	9,205	10,500	10,500	0
DAC III Webcam	18,400	14,800	18,400	14,430	0
Promo & Adv Resources	82,914	0	82,914	0	0
District Advertising Campaign ³	<u>1,016,431</u>	<u>1,007,431</u>	<u>911,554</u>	<u>911,554</u>	<u>0</u>
Total Promo & Ad	1,127,745	1,031,436	1,023,368	936,484	0

**DISTRICT TWO PENNY
ACTIVITIES
MARATHON**

	<u>FY '11 Appropriations</u>	<u>FY '11 Expenditures</u>	<u>FY '12 Appropriations</u>	<u>FY '12 Expenditures</u>	<u>FY '12 Carry Over</u>
RESERVES					
Emergency	0	0	0	0	0
Total Emergency	0	0	0	0	0
*Includes Monroe County Finance previous year's corrections					
MARATHON					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$2,071,940	\$1,706,531	\$2,000,513	\$1,409,369	\$239,826

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
ISLAMORADA**

REVENUE:	<u>FY '11</u>	<u>FY '12</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,164,600	1,164,600	0
5% RESERVES F.S. 129.01	(58,230)	(58,230)	0
Priceline.com Settlement	46,980	46,980	0
BALANCE FORWARD	<u>816,291</u>	<u>348,281</u>	<u>(468,010)</u>
TOTAL REVENUE	1,969,641	1,501,631	(468,010)

	<u>FY '11</u>	<u>FY '11</u>	<u>FY '12</u>	<u>FY '12</u>	<u>FY '12</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,418	2,337	2,422	2,412	0
Fees & Commissions- Finance	896	750	297	142	0
Utilities	3,641	725	3,714	708	0
Administrative Resources	11,759	0	0	0	0
Administrative Services	28,190	28,190	27,580	27,580	0
County Services	<u>13,208</u>	<u>13,208</u>	<u>13,208</u>	<u>13,208</u>	<u>0</u>
Total Administrative	60,112	45,210	47,221	44,050	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>110,000</u>	<u>110,000</u>	<u>150,000</u>	<u>150,000</u>	<u>0</u>
Total VIS	110,000	110,000	150,000	150,000	0
CAPITAL PROJECTS					
Village of Isla Anne's Bch Boardwalk	0	0			
History of Diving Library & Meeting Rm	74,181	74,181	11,531	11,531	0
Islamorada Bch Pk Facilities Cleaning	45,000	24,057	45,000	45,000	0
I R Eyster Museum of FK History	0	0	378,297	0	378,297
MC Key Largo Cultural Cntr Improv	0	0	60,000	60,000	60,000
Capital Projects Resources	<u>330,423</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Capital Projects	449,604	98,238	494,828	116,531	438,297
SPECIAL EVENTS					
Fantasy Fest '10	11,500	11,500	0	0	0
Fight Night In The Keys	1,325	1,325	0	0	0
Mad Dog Mandich Fishing Classic '11	0	0	10,000	10,000	0
Mad Dog Mandich Fishing Classic '12	0	0	0	0	10,000
UK Rotary Wine Symposium '10	876	0	0	0	0
Islamorada Swordfish Tournament ¹⁰	10,000	8,018	0	0	0
Islamorada Chili Cookoff ⁹	0	0	7,001	6,001	0
UK Rotary Gigantic Flea Martket	<u>2,500</u>	<u>2,500</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	26,201	23,343	17,001	16,001	10,000
PROMOTION & ADVERTISING					
PR Stringer Fees	10,000	9,203	10,500	10,500	0
District Advertising Campaign ⁴	1,198,344	1,175,051	666,701	630,228	0
Promo & Adv Resources	96,980	0	96,980	0	0
DAC IV Webcam	<u>18,400</u>	<u>13,567</u>	<u>18,400</u>	<u>15,088</u>	<u>0</u>
Total Promo & Adv	1,323,724	1,197,821	792,581	655,816	0
ISLAMORADA					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$1,969,641	\$1,474,612	\$1,501,631	\$982,398	\$448,297

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Third Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO**

REVENUE:	<u>FY '11</u>	<u>FY '12</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,260,143	1,114,849	(145,294)
5% RESERVES F.S. 129.01	(63,007)	(55,742)	7,265
Priceline.com Settlement	52,354	52,354	0
BALANCE FORWARD	<u>537,537</u>	<u>309,428</u>	<u>(228,109)</u>
TOTAL REVENUE	1,787,027	1,420,889	(366,138)

	<u>FY '11</u> <u>Appropriations</u>	<u>FY '11</u> <u>Expenditures</u>	<u>FY '12</u> <u>Appropriations</u>	<u>FY '12</u> <u>Expenditures</u>	<u>FY '12</u> <u>Carry-over</u>
ADMINISTRATIVE					
Salaries/Legal	2,418	2,337	2,423	2,412	0
Fees & Commissions - Finance	964	811	324	158	0
Utilities	3,775	727	921	189	0
Administrative Services	30,190	30,190	31,938	31,938	0
County Services	31,088	31,088	31,088	31,088	0
Administrative Resources	<u>6,157</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Administrative	74,592	65,153	66,694	65,785	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>125,000</u>	<u>125,000</u>	<u>142,000</u>	<u>142,000</u>	<u>0</u>
Total VIS	125,000	125,000	142,000	142,000	0
CAPITAL PROJECTS					
Harry Harris Beach - Salary	61,094	58,525	56,743	55,527	0
Settler's Park - Salary	25,713	20,483	21,701	21,403	0
Harry Harris Beach - Cleaning	22,432	22,224	20,770	19,904	0
Harry Harris Beach - Util/Maint/Rprs	51,775	33,176	49,368	38,094	0
Jacobs Aquatic Competition Enhance	0	0	50,500	0	50,500
Marine Mammal Phase I	27,125	27,125	22,770	22,770	0
Marine Mammal Phase II*	22,255	5,044	0	(5,044)	0
MC Key Largo Cultural Cntr Improve	0	0	147,763	125,217	0
FK Wild Bird Cntr Tiki Hut Remodel	0	0	7,000	7,000	0
Capital Projects Resources	<u>258,089</u>	<u>0</u>	<u>102,801</u>	<u>0</u>	<u>0</u>
Total Capital Projects	468,483	166,577	479,416	284,871	50,500
SPECIAL EVENTS					
Anything That Floats	1,000	0	0	0	0
Special Events Resources	10,001	0	0	0	0
Jewfish Creek Bridge Run '10	18,000	8,769	0	0	0
Jewfish Creek Bridge Run	19,000	8,215	0	0	0
Eco Week	25,000	25,000	0	0	0
Key Largo Bridge Run	0	0	0	0	17,000
Key Largo Conch Republic Days	15,000	14,771	0	0	0
Key Largo Food & Wine Fest '10	5,000	0	0	0	0
Key Largo Food & Wine Fest ¹²	30,000	29,824	5,284	5,120	5,000
KL Stone Crab & Seafood Fest	30,000	30,000	30,000	29,700	0
Key Largo Original Music Festival	9,852	9,772	0	0	0
Orange Bowl '10	50,000	50,000	0	0	0
Orange Bowl '12	<u>0</u>	<u>0</u>	<u>50,000</u>	<u>50,000</u>	<u>0</u>
Total Special Events	212,853	176,351	85,284	84,820	22,000
PROMOTION & ADVERTISING					
Promo & Adv Resources	75,358	0	102,354	0	0
District Advertising Campaign ⁵	771,745	751,058	485,645	485,645	0
PR Stringer Fees	10,000	9,212	10,500	10,500	0
DAC V Webcam	<u>48,996</u>	<u>37,050</u>	<u>48,996</u>	<u>33,906</u>	<u>0</u>
Total Promo & Ad	906,099	797,320	647,495	530,051	0

**DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO**

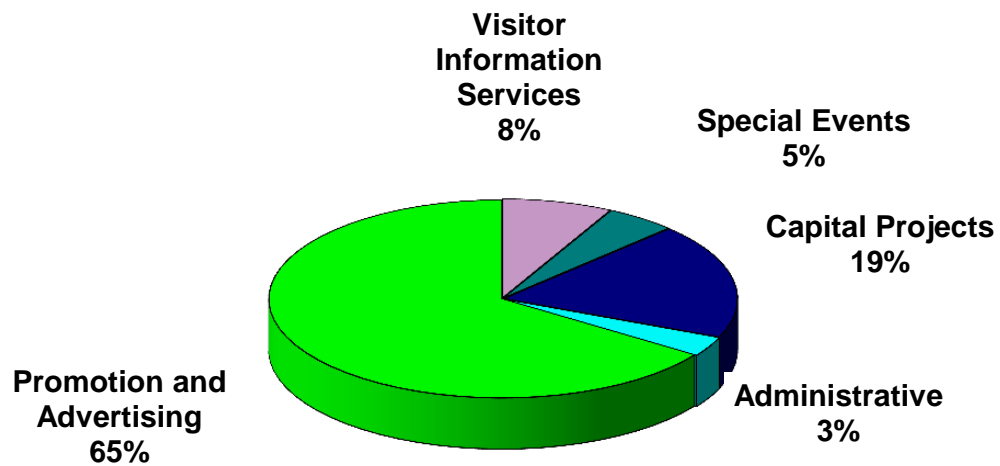
	<u>FY '11 Appropriations</u>	<u>FY '11 Expenditures</u>	<u>FY '12 Appropriations</u>	<u>FY '12 Expenditures</u>	<u>FY '12 Carry Over</u>
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
*Includes Monroe County Finance previous year's corrections					
KEY LARGO					
DISTRIC TWO PENNY PROGRAM					
TOTAL	\$1,787,027	\$1,330,401	\$1,420,889	\$1,107,527	\$72,500

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Two Penny (being that advertising and events fundings are permissible expenditures of the Two Penny fund) resulting in no net loss to the District.

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Total District Two Penny Expenditures FY 2012



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2012 report.
The Board of County Commissioners
and the TDC hope that the data has served
to explain the purpose and legislative intent
being served by these funds.**

DISCLAIMER

The Administrative Office of the Monroe County Tourist Development Council has compiled and produced this report with financial information gathered from the Monroe County Financial Office. The information is correct to the best of our knowledge; however, the MCBOCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.

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